

Neighborhood Planning for Community Revitalization

**Standish-Ericsson Neighborhood Association
Neighborhood Revitalization Program First
Step Action Plan Evaluation**

A CONSORTIUM PROJECT OF: Augsburg College; College of St. Catherine; Hamline University; Higher Education Consortium for Urban Affairs; Macalester College; Metropolitan State University; Minneapolis Community College; Minneapolis Neighborhood Revitalization Program; University of Minnesota (Center for Urban and Regional Affairs; Children, Youth and Family Consortium; Minnesota Extension Service); University of St. Thomas; and Minneapolis community and neighborhood representatives.

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**Center for Urban and Regional Affairs
University of Minnesota
330 Humphrey Center**

Standish-Ericsson Neighborhood Association Neighborhood Revitalization Program First Step Action Plan Evaluation

Conducted on behalf of
Standish-Ericsson Neighborhood Association

Prepared by
Benjamin Rainbow, Undergraduate Research Assistant,
University of Minnesota
May 2000

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May 2000

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Neighborhood Planning for Community Revitalization

330 Hubert H. Humphrey Center
301 - 19th Avenue South
Minneapolis, MN 55455

phone: 612-625-1020

e-mail: npcr@freenet.msp.mn.us

website: <http://www.npcr.org/>

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Executive Summary of NRP First Step Plan for SENA

This report collects and evaluates the outcomes of NRP First Step funding of SENA and the programs developed in response to community-wide requests. The contents of the report reflect the impressions of the NRP process by individuals, both involved and uninvolved in the programs. Evaluations were made on the basis of program completion, program successes, program difficulties, and program recommendations. The results of this report may be pertinent to SENA, other neighborhood organizations, action group members, public funding agencies, and community researchers. The insights of the many individuals interviewed during the course of this report have added depth, if not clarity to the overall report. The eventual sustainability of SENA will continue to include:

- housing programs designed to add incentives and encourage homeowners to reinvest in their property. This increases the housing stock of the entire neighborhood.
- Community building programs that bring residents together on issues affecting them and their children.
- Promoting the preservation of environmental resources, community-wide education of environmental issues and community identification with those resources.
- Countering crime with increased community awareness and cooperation with community officers.
- Promoting local businesses and neighborhood patronage of those establishments.

This report will help determine options and methods for future evaluations.

Introduction and Scope of Project

The Standish-Ericsson Neighborhood Association (SENA) is comprised of the Standish and Ericsson neighborhoods in South Minneapolis and was part of the First Step Process of planning for the strategic spending of Neighborhood Revitalization Program (NRP) funding. The NRP is a citywide program developed by the City of Minneapolis as a way of incorporating neighborhoods and increasing the decision-making control of residents and concerned citizens. The NRP process gives neighborhoods greater control over issues effecting the community, and spending and planning within neighborhoods.

Neighborhoods are required to participate in a planning process and develop an action plan with specific objectives and strategies that is eventually approved by the neighborhoods, then the SENA Board of Directors, and finally, the Minneapolis City Council. The planning process was completed in 1995. The SENA NRP First Step Action Plan was submitted and approved by the SENA Board of Directors on December 11, 1995.

Currently, SENA has underway the NRP Full Action Plan, which was approved by the Minneapolis City Council in December, 1998.

The purpose of this project is to evaluate the SENA NRP First Step Action Plan in the Standish and Ericsson neighborhoods. More specifically this evaluation aims to:

- determine the impact of SENA on residents and community members during the First Step process;
- determine the status of the First Step Action Plan strategies and objectives; whether those strategies and objectives have been implemented, partially implemented, or have not been acted upon; and, assess the financial demand of strategies and objectives;
- determine the impression and opinion of individuals who were actively involved in the SENA NRP First Step Action Plan process four years ago;
- determine the neighborhood wide impressions and opinions of the NRP process and projects funded through the NRP;
- determine the overall impression of NRP dollars at work in the neighborhoods.
- organize recommendations and program outcomes for future program recommendations for the SENA NRP Full Action Plan implementation.

Background on the Standish-Ericsson Neighborhood Association

In the winter of 1991, a small band of residents formed the Standish-Ericsson Neighborhood Association (SENA), in order to build a stronger community and access Neighborhood Revitalization Program (NRP) funds. (The boundaries of SENA are 36th Street to the north, Minnehaha Parkway to the south and Cedar Avenue to the west, all of Hiawatha Avenue to the east.) Since then, SENA has grown in size and purpose. Today SENA has over seventy-five active volunteers and remains a volunteer driven organization, employing only two staff: a full-time Executive Director and a 30 hour per week Volunteer Coordinator.

The Standish and Ericsson neighborhoods are located in the heart of south Minneapolis. They are the home to Lake Hiawatha, Roosevelt High School, Folwell Middle School, Ericsson Elementary School, St. Helena Catholic Grade School, Sibley Park, a particularly beautiful stretch of Minnehaha Creek, and scores of thriving shops and large and small businesses. Nearly

ten thousand people call the Standish and Ericsson community home. The excellent schools and parks, the charm and safety of the neighborhoods, their fantastic location in the metro area, all draw both working class and professional families to this classic bungalow community.

SENA's mission statement is meant to reach-out to all its stakeholders: **"the Standish-Ericsson Neighborhood Association (SENA) will increase and sustain the capacity of the Standish and Ericsson neighborhoods."**

SENA's vision is **"to mobilize the human and financial resources, information, and technical assistance necessary to effectively provide leadership to organize and implement a base of operation for citizen participation."**

SENA's objective is **"to empower and celebrate stability, diversity, economic development, education and concern for all the children, youth, individuals and families in the Standish and Ericsson neighborhoods."**

SENA's first nine years have been phenomenally successful. SENA's participation in the Neighborhood Revitalization Program can be described as an unqualified success. Millions of dollars have been made available for homeowners to make improvements to their homes. Over five hundred thousand dollars will be spent to improve the parks in which the neighborhood takes so much pride. NRP funds have been made available to the commercial sector for improvements to neighborhood businesses. SENA's NRP First Step and Full Action Plans, which received praise from City Hall, the MCDA and the NRP administration, was created by the tireless labor of over 130 volunteers.

SENA volunteers (and staff) have been responsible for developing over thirty programs with the \$700,000 NRP First Step Action Plan funds. The programs range in nature from increasing the YMCA tutoring program by 50% to reach over three hundred local students; offering home improvement loans, grants, rebates and down payment programs totaling \$300,000 that has greatly improved the housing stock, as well as empowering low-income ownership; receiving a 1997 CUE (Committee on Urban Environment) Award for significant achievement in design and aesthetic excellence for the Minnehaha Creek Wetland Project; improving the safety of the community through literature, improved lighting and emergency phones; creating positive opportunities for the youth in the community through participation and/or scholarship funding in YMCA summer camp and after school programs. SENA volunteers are constantly striving to better the community through their involvement and program development.

SENA has a proud history of strong board governance, including a detailed board handbook, and job descriptions for all volunteers and staff. SENA rents a small office in a neighborhood church that offers large and small meeting spaces to the community, as well as paying a small stipend for rent each month. SENA has developed an innovative program scope of services packet, including program scope of services and evaluation templates. SENA volunteers have devised six action groups (Commercial, Crime Prevention & Safety, Housing, Parks & Environment, People & Community, and Transportation) and four committees (Finance, Marketing & Communication, NRP/Coordinating, and Personnel) to develop all programs.

But there is more to SENA than NRP. Neighborhood volunteers participate in a wide variety of activities. Residents and businesses in the Standish and Ericsson community have worked to improve the quality of water in Lake Hiawatha and Minnehaha Creek. Volunteers have produced a top-rate, bi-monthly, newsletter and have created a very user-friendly web site. SENA has had web browsers comment from around the world regarding the high quality of our website. SENA

strives to build a stronger community by hosting several events every year giving residents and business owners opportunities to get together and socialize.

Elements of Evaluation

The Standish and Ericsson neighborhoods began their contract with the Minneapolis Community Development Agency in March 1996. The \$697,352 contract was facilitated through the newly formed Standish-Ericsson Neighborhood Association (SENA). SENa established an Action Plan to implement the programs that received funding. Funds were allocated to general operations (e.g. rent, insurance, general postage, personnel, etc.) and specific plan items (e.g. SENa Walkers, Mentors at Roosevelt High School, the Newsletter, etc.) Some of the funds SENa control directly, while others are passed along to others as "service-providers" (i.e. the Park Board for CrossWalk signs). The contract period is March 4, 1996 to December 31, 1997. SENa began using the funds in May, 1996. This project aims at evaluating the implementation of the SENa NRP First Step Action Plan Programs.

Financial

Jeff Langaard, SENa Executive Director, Kris Nelson of the Center for Rural and Urban Affairs, and myself (Ben Rainbow), determined the first steps in this project were to acquaint myself with SENa and the NRP process, then begin a systematic evaluation of the SENa strategies funded through NRP. The allocation of funding indicates the objective priorities as established by neighborhood volunteers and SENa staff. Each of the 61 metropolitan neighborhoods was expected to assign priorities which met the demands and needs of each respective neighborhood. Since the approval of the SENa First Step Action Plan, modifications have caused the reallocation of some funding. As is required by NRP, no new objectives or strategies were to be drafted into the First Step Action Plan under modified plans. Rather, funding was redirected into Action Groups or strategies that were perceived as likely programs for additional funding. A more detailed account of modified programs and reallocated funds will be included within Action Group evaluations.

Allocation of Funding

Five Action Groups received nearly \$700,000 in NRP funding for the SENa First Step Action Plan. Portions of this money went towards establishing the Standish-Ericsson Neighborhood Association, while the large majority went towards implementing the 25 programs agreed to at a Community Ratification Meeting held on November 2, 1995. Eight-nine people registered and unanimously ratified the First Step Action Plan for presentation to the SENa board.

NRP requires that neighborhood groups allocate about 53% of funding to housing related objectives. SENa allocated 52%. Here is the list of Action Group funded objectives:

1. The Commercial Action Group funded three objectives with the \$44,000 in funding.
2. The Crime and Livability Action Group funded five out of eight with the \$20,460 in funding.
3. The Housing Action Group funded four objectives with the \$354,900 in funding.
4. The Parks and Environment Action Group funded five objectives with the \$98,400 in funding.
5. The Youth, Family and Seniors Action Group funded seven objectives with the \$75,800 in funding.

A spreadsheet summary of NRP finances distributed through SENA is included as an Appendix A.

Reallocation of Funding

See reallocation forms Attachment A.

Funds Spent/Remaining

See Standish Ericsson First Step Plan Attachment B

Sample First Step Program Evaluation Template

Due to the implementation of NRP First Step Action Plan strategies and the subsequent planning of a Full Plan draft, Jeff Langaard developed an evaluation template that was to be used in drafting Full Plan funding and evaluating the First Step objectives. Completing the form has become standard procedure within SENA's action groups. In the past, the lack of a universal form or procedure disallowed for easy transferability of ideas and contact information.

A copy of the evaluation form is included in Appendix A.

In completing the SENA Program Evaluation form, information was gathered from the "best" contacts involved directly with each program and/or from SENA's in-house files.

Interviews and Contacts

In early 1995, a survey was developed with assistance from the City Planning Department and NRP staff. The survey was mailed to every household in the two neighborhoods in March 1995. The response was a record breaking 928 returned surveys, or 21% of the residents. Action Groups were formed based on the results of this survey and volunteers were recruited to serve on the Action Groups.

A town meeting held on April 22, 1995, asked residents to give input on concerns they had in the five Action Group areas-- Commercial; Crime and Livability; Housing; Parks and Environment; and, Youth, Family and Seniors. 171 people attended this meeting at Our Redeemer Lutheran Church, home of the SENA office. The First Step Action Plan resulted from the dedication of 45 volunteers who worked on action groups, served on the steering committee and did other volunteer tasks such as phone calling, poster making, meeting setup, etc.

Throughout the process, announcements of Action Group meetings and events were published in local papers Southside Pride and Longfellow Messenger. Postcards and newsletters were routinely sent to all households and businesses in the Standish and Ericsson neighborhoods updating every one of ongoing NRP activities and upcoming events. The people involved throughout this process were resources of this evaluation. Obviously, a shortcoming of this type of research is the information and/or answers of these individuals are subjective. Some information was more difficult to obtain because it relied on individuals' memories.

Action Groups

Commercial Action Group Goals and Objectives

- Maintain and improve the availability of goods and services that resident's want/need.
- Promote awareness of existing businesses to residents and business people of the community.
- Maintain and improve the usability of neighborhood commercial areas.
- Improve the safety of commercial areas.
- Encourage stabilization of goods and services that residents want/need.

Crime and Livability Action Group Goals and Objectives

- Strengthen and sustain a safe, stable and healthy environment for all neighborhood residents.
- Support and maintain block clubs to promote community togetherness, and to address crime and safety issues.
- Develop connections between neighbors.
- Organize regular neighborhood-wide activities and events.
- Develop residents' sense of identity as a neighborhood resident.

Housing Action Group Goals and Objectives

- Maintain stable housing in the Standish and Ericsson neighborhoods.
- Assist residents to maintain and improve their homes.

Parks and Environment Action Group Goals and Objectives

- Protect and enhance the environment.
- Improve water quality of Lake Hiawatha and Minnehaha Creek.
- Improve safety and security at Lake Hiawatha Park, Sibley Park and the Minnehaha Creek area.
- Increase safety of intersections where bikes, pedestrians and cars meet.
- Increase personal safety along paths in park and creek areas.

Youth, Families and Seniors Action Group Goals and Objectives

- Create positive opportunities for youth.
- Increase opportunities for youth to get together in a safe and structured environment.
- Increase connections between youth and supportive adults.
- Increase senior's sense of connection to the SENA community.

Service Providers

Implementation of Action Group strategies, in many cases, involved a Service Provider. For the purpose of this evaluation, Service Providers were those directly involved with the accountability of funds, and/or service towards the completion of Action Group strategies. Roosevelt Public Library, Minneapolis Public Works Department, Hiawatha YMCA, and SENA were some of the providers.

Some strategies contracted private Service Providers. For example, the Housing Action Group placed ads in several local newspapers, seeking a Home Improvement Grant Administrator. Multiple responses merited a series of interviews with board and Action Group members. Based on various criteria, a selection was made. Licensed contractors were selected for work to be done according to grant selectees, as were 17 do-it-yourselfers. Based on the recommendations of the Home Improvement Grant Administrator NRP funds should not be used for do-it-yourself projects. Although only 5 of 17 do-it-yourself were not completed, the quality of work was questionable. The Service Provider for each Action Group strategy is included in each SENA First Step Program Evaluation.

SENA provided all or partial service for 10 of the 25 strategies. Organizing neighborhood packets, recruitment, gathering resource materials, administrative work, and other community building services were primary duties of SENA staff. 17% of NRP funds were directed to Implementation and Staff/Office Support. Altogether, about 26% of NRP funding were channeled through SENA.

Impressions of the Process

There can be no one measure of the ability of NRP to engage community members. No certain amount of money designated for community revitalization is going to have the same or even similar impacts in different communities. Instead, communities can reflect their commitment to their neighborhood by turning out for block parties, returning surveys, calling upon the services offered by neighborhood associations instead of hiring non-affiliated commercial businesses, working together on issues and sustaining involvement. Perhaps these are the real issues for residents and concerned local businesses. Perhaps it is the neighborly wave and the children smiling that are the underlying goal of all strategies purposed and carried out by SENA. However, the eventual success of community building is the direct result of dedicated individuals. SENA has been built on the solid perseverance of many, many important individuals. Many of those individuals have offered tremendous insight into this body of work. Together, these people have been the most lasting impression of the processes involved with financing neighborhood revitalization.

Strategies

Strategies is the term used throughout this evaluation referring to the proposed use of finances and resources to achieve an outcome agreed to by Action Group members and residents. To a large degree, the Action Groups did the "strategic" planning and determined the financial need of

each program. In some cases, the concerted efforts of Action Group members and the strategies themselves were not enough to sustain until the implementation of the projects. In these cases, funds were withdrawn and re-allocated according to NRP guidelines. Some unsuccessful strategies were shelved until Full Plan. Others folded due to dwindling support and turnout. Clearly, the benefit of this process is that Action Groups are able to respond to a lack of support and re-allocate funds into projects which sustain community interest.

The Standish and Ericsson neighborhoods began its contract with the Minneapolis Community Development Agency (MCDA) and the Neighborhood Revitalization Program (NRP)

Financial

As determined by Jeff Langaard, Executive Director of SENA, Kris Nelson of the Center for Rural and Urban Affairs, and myself, the first steps in this project were to acquaint myself with SENA and the NRP process, then begin a systematic evaluation of the SENA strategies funded through NRP. The allocation of funding indicates the objective priorities as established by neighborhood volunteers and SENA staff. Each of the Minneapolis neighborhoods was expected to assign priorities which met the demands and needs of each respective neighborhood. Since the approval of the SENA First Step Action Plan, modifications have caused for the reallocation of some funding. As is required by NRP, no new objectives or strategies were to be drafted into the First Step under modified plans. Rather, funding was redirected into Action Groups or strategies that were perceived as likely programs for additional funding. A more detailed account of modified programs and reallocated funds will be included within Action Group evaluations.

Allocation of Funding

Five Action Groups received nearly \$700,000 in NRP funding for First Step. Portions of this money went towards establishing the Standish-Ericsson Neighborhood Association, while the large majority went towards implementing the 25 programs agreed to at a Community Ratification Meeting held on November 2, 1995. 89 people registered and unanimously ratified the First Step Plan for presentation to the SENA board.

NRP requires that neighborhood groups allocate about 53% of funding to housing related objectives. SENA met this requirement

- The Housing Action Group included four different objectives, which would share the \$354,900 in funding.
- The Parks and Environment Action Group included five different objectives that would share \$98,400.
- Youth, Family and Seniors Action Group outlined seven objectives that would share \$75,800.
- Crime and Livability Action Group distributed \$20,460 to five out of eight objectives.
- The Commercial Action Group funded three objectives with the \$44,000 in funding.

A spreadsheet summary of NRP finances distributed through SENA is included as an Appendix A.

Reallocation of Funding

-modified plans and dollar amounts

First Step Evaluation Form

Due to the implementation of NRP First Step strategies and the subsequent planning of a Full Plan draft, Jeff Langaard developed a form that was to be used in drafting Full Plan funding and evaluating the First Step objectives. Completing the form has become standard procedure within SENA's action groups. In the past, the lack of a universal form or procedure disallowed for easy transferability of ideas and contact information. A copy of the evaluation form is included in the Appendix A.

Unfortunately, at the beginning of my research, the SENA office had been broken into and vandalized. All organized files containing evaluations and summaries were thrown all over and some had been destroyed. Needless to say, this created an obstacle in the process of compiling firsthand accounts and notes. Where there were once program evaluations there were empty

folders. What this meant to me, the researcher, was that new objective evaluations needed to be filed. This was also an opportunity to consolidate First Step files and standardize the evaluation form.

In completing the SENA Program Evaluation form, information was gathered from the "best" contacts involved directly with each program and/or from SENA's in-house files.

Interviews and Contacts

A survey was developed with assistance from the City Planning Department and NRP staff. The survey was mailed to every household in the two neighborhoods in March 1995. The response was a record breaking 928 returns or 21% of the residents. Action Groups were formed based on the results of this survey and volunteers were recruited to serve on the Action Groups boards.

A town meeting held on April 22, 1995 asked residents to give input on concerns they had in the five Action Group areas-- Crime and Livability; Youth, Family and Seniors; Commercial; Parks and Environment, and Housing. 171 people attended this meeting at Our Redeemer Lutheran Church, home of the SENA office. The First Step Action Plan resulted from the dedication of 45 volunteers who worked on action groups, served on the steering committee and did other volunteer tasks such as phone calling, poster making, meeting setup, etc. Throughout the process, announcements of Action Group meetings and events were published in local papers **Southside Pride** and **Longfellow Messenger**. Postcards and newsletters were routinely sent to all households and businesses in the Standish and Ericsson neighborhoods updating every one of ongoing NRP activities and upcoming events. The people involved throughout this process were resources of this evaluation. Obviously, a shortcoming of this type of research is the information and/or answers of these individuals are subjective. Some information was more difficult to obtain either because there was no longer a written account (due to the break-in) or because it relied on individuals memories.

Action Groups

Housing Goals and Objectives

- Maintain stable housing in Standish and Ericsson.
- Assist residents to maintain and improve their homes.

Parks and Environment Goals and Objectives

- Protect and enhance the environment.
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Youth, Families and Seniors Goals and Objectives

- Create positive opportunities for youth.
- Increase opportunities for youth to get together in a safe and structured environment.
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- Strengthen and sustain a safe, stable and healthy environment for all neighborhood residents.
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Commercial Goals and Objectives

- Maintain and improve the availability of goods and services that residents want/need.
- Promote awareness of existing businesses to residents and business people of the community.
- Maintain and improve the usability of neighborhood commercial areas.
- Improve the safety of commercial areas.
- Encourage stabilization of goods and services that residents want/need.

**SENA First Step Program Evaluation
Housing Action Group
Grant Administrator
In-House/March, 1996**

Service Provider Contact Name: Jill Jeske, Housing Action Group, who has since left the neighborhood

Name of Program: Home Improvement Grant Administrator.

Overview of Program: Administer the SENA Home Improvement Program

Brief Description of Program: Encourage neighborhood residents to maintain and repair their homes by receiving calls regarding housing concerns, procure home improvement and maintenance publications to be used by residents (see Home Improvement Materials evaluation), write a regular housing column in the SENA newsletter to publicize the resource center and what is new in home improvement, and work with local equipment rental businesses and contractors to obtain group rates on tool and equipment rentals, as well as group rates on such things as roofing and cement work.

Date Program Began: 3-28-96 **Completion Date of Program:** 4-20-96

Total Funds Available: \$22,400 **Total Funds Spent:** \$22,400

Names, addresses, phone numbers and fund amounts spent:

-Kim Vohs (612) 975-9604 Fax (612) 975-9316 \$22,100

Money was designated as salary for Grant Administrator.

-Employment ads in five (5) newspaper publications \$300

Program Successes:

In an effort to attract a diversity of candidates, an employment ad was placed in four neighborhood newspapers and the Star Tribune. 10 responses were received. A pre-determined rating system, which weighted the six most critical attributes of a Home Improvement Administrator in the eyes of the Housing Action Group, rated all resumes. The top 3 scoring candidates were selected for interviews. Members of the Housing Action Group and SENA staff unanimously selected Kim Vohs to administer the SENA First Step Home Improvement Program. The process was thorough and efficient.

Program Difficulties:

The contractor was unavailable after contract expired. There was difficulty in communicating the need to follow-up on the grant program.

Program Recommendations:

Create an incentive bonus for the position upon successful completion, perhaps even more of an incentive for a job done beyond the scope of services. Promote excellence within the community.

Summary:

The process of hiring a program administrator could hardly have been handled any better.

**SENA First Step Program Evaluation
Housing Action Group
Home Improvement Grants
In-House/March, 1996**

Service Provider Contact Name: Kim Vohs-Administrator

Contact Phone Number: Home (612) 975-9604 Fax (612) 975-9316

Name of Program: Home Improvement Grants

Overview of Program: Establish two First Step grant pools to address the neighborhoods most pressing housing needs.

Brief Description of Program: Due to the huge response to the NRP transition fund Home Improvement Grant Program of 1994, a matching grant and a straight grant program will be established. Grants will be administered by means of a lottery.

Date Program Began: March, 1996 **Completion Date of Program:** April, 1997

Total Funds Available: \$342,400- \$320,000 designated for grants, \$26,000 designated for program administration (\$315,900 was advanced from MCDA).

Funds Spent: \$294,600 of grant money, \$23,400 of administration money

Funds Remaining: \$27,800-grant money, \$2,600- program administration

Names, addresses, phone numbers and fund amounts spent:

-\$294,597 was the total expenditure of the Property Fix-up grant. A majority of work was exterior home improvement. Each grantee was responsible for contracting work. The one requirement was that the contractor be Minneapolis licensed.

-Kim Vohs (612) 975-9604, Home Improvement Grant Administrator, was contracted for \$21,700.

Program Successes:

- 1) The Home Improvement Program was extremely popular among residents. The demand for home improvement moneys far exceeded the supply: 425 applicants were received; 337 applications went into the lottery; 127 grantees were selected.
- 2) Although difficult to determine exactly, resident's investment in property may have caused similar spin-off investments by other residents not included in original program or that otherwise might not have viewed the neighborhood as a safe investment. The program visually promoted and stimulated similar home improvement projects.
- 3) The thorough selection process ensured competent and efficient administration.

Program Difficulties:

- 1) Residents who applied for the straight grant and were later admitted to the matching grant were unable to complete their project or forced to downsize the scope of the project. Overall, 31% of all applicants received some type of grant, but maybe not what they applied for.
- 2) Due to the lack of targeted impact groups (other than residents in general) some problem properties were neglected or omitted (vulnerable homes, rental units, low-income).
- 3) Of the 17 do-it-yourselfers, 9 completed their projects right at the deadline. 5 projects were not totally completed on inspection. 5 had non-licensed contractors or relatives helping them complete the work (which grant money did not pay for). Most do-it-yourselfers were those who applied for an unmatched grant and received a matching grant and were trying to stretch their funds. Quality control was questionable for do-it-yourself projects.

Program Recommendations:

- 1) In addition to grant pools for seniors, low-income households, and the general public, attention should be given to target problem properties.
- 2) Mr. Vohs recommends one unified pool, from which all qualified applicants are chosen via lottery.
- 3) Actively encourage vulnerable homeowners to apply for grants. Inform owners about selling rights (i.e. "as is" basis).
- 4) To ensure similar standards of quality and completeness, licensed contractors are recommended. NRP funds should not be used for do-it-yourself projects.

Summary:

Two First Step grant pools were established to distribute NRP funding, a "matching grant" and a "straight grant." The straight grant pool was further divided into senior and low-income segments. The senior segment accounted for 58% of straight grants and the low-income segment was the remaining 42%. 39% of those who applied for a senior unmatched grant received an unmatched grant. 49% of seniors applying for unmatched grant received some type of grant (matching or unmatched). 8.5% of those applying for a (non-senior) unmatched grant received an unmatched grant. 30% of those applying for a matching grant received a matching grant. Overall, 31% of all applicants received some type of grant, but maybe not what they applied for. The demand for Home Improvement grants far exceeded the supply. The administration of the grants was handled in a competent and thorough way. One of the targeted responses of these types of programs is to inspire spin-off programs and encourage resident's investments in homes. SENA's program was visibly successful.

Kim Vohs, SENA's NRP First Step Home Improvement administrator, recommends few alterations for programs such as these:--get people whose property needs improvement to apply; apply the lottery selection to one pool of funds; NRP will not financially support do-it-yourself projects.

As determined by the recommendations of the Program Administrator, problem properties and quality control are issues that should be addressed when administering Home Improvement Grants.

SENA First Step Program Evaluation
Housing Action Group
Home Improvement Materials
At the Roosevelt Community Library- Summer 1996
4026 28th Avenue S, Minneapolis, MN 55406 (612) 630-6590 Fax (612) 724-0078

Service Provider Contact Name: Norma Kay Marthinson, Librarian

Contact Phone Number: (612) 630-6590

Name of Program(s): Home Improvement Materials and Information

Overview of program(s): In order to better assist residents to maintain and improve their homes, access to home repair and maintenance information will influence and increase the amount of repair done within the neighborhood.

Brief Description of Program: In response to the current and growing need for repair and improvement of the houses, part of the SENA office was set aside until space issues had moved the resource center to the Roosevelt Library, near the SENA office. The Housing Grant Administrator was responsible for receiving calls regarding housing concerns, and also responsible for writing a regular housing column in the SENA newsletter.

Total Funds Available: \$2,500 **Funds Spent:** \$1,270 **Funds Remaining:** \$1,230

Names, addresses, phone numbers and fund amounts spent:

Norma Kay Marthinson, Roosevelt community librarian, was put into contact with Karol Van Why, the Library Book Selection Specialist. Ms. Van Why then selected and purchased all the material for the resource center.

Program Successes:

- 1) The ready availability of home improvement information and materials is a valuable resource for property owners and community residents considering and/or contracting projects .
- 2) SENA's contribution added to the pre-existing stock of Minneapolis library owned material.
- 3) Regular columns in the monthly newsletter provided residents with ongoing and future projects carried out by the Housing Action Group.
- 4) In a random sampling of materials provided by SENA, library records indicate that the videos, CD-ROM's and books continue to be used regularly.

Program Difficulties:

- 1) One collection of home improvement manuals was difficult for ordinary library users. The 'Sweets' catalog is intended for specialists. Today, the collection sits in the basement on the library, unused and out of date.

Program Recommendations:

- 1) The library book selection specialist may be the person best suited for selecting the most appropriate stock of titles.

Summary:

In conjunction with financial assistance from SENA, the Roosevelt Community Library was able to significantly boost it's stock of home improvement materials. About 30 home videos, 4 CD-ROM, and over 100 titles were added to the Roosevelt collection. Records indicate a significant ongoing use of the material. Additionally, the material is cataloged with the entire Minneapolis public library system. The home improvement materials have a substantially positive impact on all library users. Some selections, done by the Library Book Selection Specialist were intended

for licensed home improvement specialists (i.e. architects, contractors, masonry workers) and are of little use to the general public.

**SENA First Step Program Evaluation
Housing Action Group
Vacant House Program
In-House/Date**

Service Provider Contact Name: SENA Staff
Contact Phone Number: SENA Office
Name of Program: Vacant House Program

Brief Description of Program: Conduct a visual survey of all housing and commercial properties to determine the condition of structures, and use the findings to create a database to monitor all vacant, boarded, and condemned properties. Assist in resolving vacant home issues.

Date Program Began: **Completion Date of Program:**
Total Funds Available: \$10,000 **Funds Spent:** \$2,000 **Funds Remaining:** \$8,000

Program Difficulties:

No information regarding the success and/or failure has been made available. At the time of this evaluation, neither SENA nor persons involved in the Vacant House program provided information leading towards an evaluation.

Program Recommendations:

- 1) Account for NRP funds spent.
- 2) Hire and/or replace staff with competent and accountable individuals or groups of individuals.
- 3) Look to NRP staff for additional support in program development and implementation.

Summary: The Vacant Housing Program is a valuable way of assessing the current housing stock of the Standish and Ericsson neighborhoods. It is not clear whether or not the appropriated funds were sufficient. Nor is it clear whether or not this program invited community involvement. Apparently, remaining funds were rolled over into Full Plan, yet the individuals responsible for those decisions could not be known at the time of this evaluation.

**SENA First Step Program Evaluation
Parks and Environment Action Group
Bike Path Painting
Minneapolis Public Works**

Service Provider Contact Name: Tom Johnson

Contact Phone Number: (612) 661-4818

Name of Program: Bike Path Painting

Overview of Program: Improve safety along paths in park and creek areas by painting pedestrian and bike lines and by installing signposts.

Brief Description of Program: Paint walkways and bike paths along busy intersections of neighborhood roads and Minnehaha Creek.

Date Program Began: Summer 1996 **Completion Date of Program:** Fall 1996

Total Funds Available: \$1,000 **Funds Spent:** \$1,000 **Funds Remaining:** \$0

Names, addresses, phone numbers and fund amounts spent:

Tom Johnson, Public Works Planner (612) 661-4818

\$1,000 for the first painting and two permanent signs

Program Successes:

- 1) Safety at intersection of 28th Ave and Minnehaha Creek was increased with bright signage.
- 2) 2 permanent signs were erected under NRP guidelines in the summer of 1996.

Program Difficulties:

- 1) Road re-surfacing was not permissible under NRP guidelines.

Program Recommendations:

- 1) Re-label markings with surface coat periodically. This can be done by Public Works.
- 2) Create bike path network for commuters that would include portions of pathway along creek.

Summary: Bike path and pedestrian lines are important in areas of high walker and biker traffic. By creating paths, the safety of all users is increased and the enjoyment factor goes way up.

**SENA First Step Program Evaluation
Parks and Environment Action Group
Crosswalk Signs
Minneapolis Public Works/Spring, 1996
Service Provider Address, phone and fax numbers**

Service Provider Contact Name: Carmen Schluter, Public Works

Contact Phone Number: 612-673-2352

Name of Program: Crosswalk Signs

Overview of Program: Install flashing crosswalk signs at 28th Avenue and Nokomis Avenue at the creek and path intersections. Mark the crosswalks on the roadways.

Brief Description of Program: Improve safety with flashing signs at intersections where park users cross major roadways. The Minneapolis Park Board was responsible for the proper installation and maintenance duties, since NRP guidelines disallow funding for maintenance.

Date Program Began: Spring, 1996

Completion Date of Program: Fall, 1996

Total Funds Available: \$13,000 **Funds Spent:** \$4,860 **Funds Remaining:** \$5,140-

(The \$3,000 for maintenance is not allowed under NRP guidelines and was re-allocated.)

Names, addresses, phone numbers and fund amounts spent:

-Minneapolis Park Board \$4,860 for two signs, installed.

Program Successes:

1) This program utilized pre-existing templates for the implementation of crosswalk signs. The process was perhaps the easiest of all to successfully implement.

Program Difficulties:

1) There were none.

Program Recommendations:

1) Consider adding more crosswalk signs to the neighborhood.

Summary:

Crosswalk signs offer obvious safety measures for community members. The city has one main type of sign it uses. SENA went with what the city offered. The entire process was simple and effective.

**SENA First Step Program Evaluation
Parks and Environment Action Group
Education
SENA 1996**

Service Provider Contact Name: SENA

Name of Program: Education

Overview of Program: Raise public awareness of storm water drainage and the direct impact on water quality in Lake Hiawatha and Minnehaha Creek. Paint stencils at storm water drains through the catch-basin area.

Brief Description of Program: The Watershed project is an exceptional opportunity to educate community members about water quality and run-off issues. Since the creek and park system is a neighborhood landmark, it is important to inform residents on the many ways the vitality of the water and park will rely on the participation of those who use it.

Date Program Began: Spring 1996

Completion Date of Program: Fall 1996

Total Funds Available: \$50 **Funds Spent:** \$50 **Funds Remaining:** \$0

Program Successes:

- 1) Replanting native grasses to area enhances community perceptions of benefits of Watershed.
- 2) Lack of direct education funding is supplemented by completion of Watershed project and associated community-wide events.

Program Difficulties:

- 1) Education funding was compromised due to Watershed costs. Funding was redirected into Watershed where there was a greater need.

Program Recommendations:

- 1) Clearly, education on Watershed issues can be best addressed only if there is a Watershed; it is recommended that community wide education be incorporated into Full Plan planning.
- 2) Education can be part of community-wide maintenance of Watershed.

Summary: Funding for education materials was re-directed to completion of the Watershed project. This was essential before the educational concepts would be evident to community members. Since the completion of the Watershed, education will be an ongoing focus of maintaining the Watershed. With the Watershed now in place, it is recommended that the anticipated educational strategies be put to use in the Full Plan.

**SENA First Step Program Evaluation
Parks and Environment Action Group
Stenciling
SENA 1996**

A private individual supplied the materials that were used to spray paint curbs within the drainage areas. Soon after, spray painting was discontinued and adhesives were provided by an unknown source. Donation of supplies led to the re-allocation of funding towards completion of the comprehensive Watershed project. Information on this project was difficult to obtain due to the fact that the individual responsible for donating supplies was never known, both to the researcher and board members.

Stenciling is concurrent with the educational outreach goals of the education and water quality improvement. Again, the completion of the Watershed frees up a lot of money that can now be used for a variety of related projects.

**SENA First Step Program Evaluation
Parks and Environment Action Group
Wetlands Project
Minneapolis Park and Recreation Board/August, 1996**

Service Provider Contact Name: Jodi Polzine, Minneapolis Park Board

Contact Phone Number: 612-673-3626

Name of Program: Wetlands Project

Overview of Program: Two areas of the creek were reconfigured to drain and filter storm sewers covering roughly ten square blocks. Heavy equipment was used to create two small ponds on the north side of Minnehaha Creek between 31st and 32nd Avenues.

Brief Description of Program: Similar to Park and Recreation Board plans to use wetlands extensively to filter pollutants out of urban storm water, the Pilot Creek Wetland will maintain the water quality of Lake Hiawatha and Minnehaha Creek. The project is in direct response to objectives prioritized by residents. Throughout the planning process, meetings were held to address community concerns. Responses were generally positive. Volunteers participated in planting native Minnesota plants around the completed wetlands.

Date Program Began: August, 1995 **Completion Date of Program:** June, 1997

Total Funds Available: \$88,000 (\$78,000 NRP funds plus an additional \$10,000 from the DNR Conservation Partners Grant Program.)

Funds Spent: \$81,650 **Funds Remaining:** \$6,350

Names, addresses, phone numbers and fund amounts spent:

-Minnehaha Creek Watershed District \$81,650

Minneapolis Park Board Jodi Polzine, 612-673-3626

Public Works Engineering Design

Program Successes:

- 1) Project was a great opportunity for residents to service their community.
- 2) Community building through positive physical change
- 3) Wetlands met objective of filtering water and contributing to water quality of Lake Hiawatha and Minnehaha Creek.
- 4) Pilot Storm Project was recipient of 1997 CUE award (Minneapolis Committee on Urban Environment) for design and aesthetics. The project was surrounded with positive press and widespread recognition.
- 5) Volunteers reintroduced native grasses to new areas.

Program Difficulties:

- 1) Neighbors on the south side of the creek were concerned about flooding, but engineers explained that the overall level of the creek would not be affected.

Program Recommendations:

- 1) Educational signage to educate path users.

Summary:

The Pilot Creek Storm Water Wetland was a huge success for the Standish and Ericsson neighborhoods. In response to resident's strong desire to the improvement of water quality in the lakes, creeks, and wildlife habitats, the project was a perfect opportunity for community members to work with local service providers and build a positive image for the entire community. The

parks and waterways are the most important public features of this neighborhood, and the CUE award reinforces the intrinsic value of vibrant public spaces.

**SENA First Step Program Evaluation
Crime and Livability Action Group
Community Events
In-House/Date**

Service Provider Contact Name: SENA Staff and Volunteers

Contact Phone Number: SENA Office

Name of Program: Community Events

Overview of Program:

Brief Description of Program:

Date Program Began:

Completion Date of Program:

Total Funds Available: -0-

Program Successes:

1)

Program Difficulties:

1)

Program Recommendations:

1)

Summary:

**SENA First Step Program Evaluation
Crime and Livability
SENA Newsletter Expansion
In-House/1996**

Service Provider Contact Name: Jeff Benson, Ann King, Judy Peacock
Contact Phone Number: SENA Office
Name of Program: Expand the coverage of the SENA newsletter
Overview of program: *SENA News* is a bi-monthly publication of the Standish-Ericsson Neighborhood Association.

Brief Description of Program: Each issue of *SENA News* reflects the efforts of dozens of people. Through increased funding, *SENA News* has expanded from a one page single-sided sheet to six or more pages.

Date program began: **Completion date of program:** On-going
Total Funds Available: \$13,293 **Funds Spent:** \$13,293
Names, addresses, phone numbers and fund amounts spent:
Visual Expressions 4009 Minnehaha Avenue Mpls. MN 55406 phone (612)729-1649
The *SENA News* has been assembled by Visual Expressions since before First Step.

Program Successes:

- 1) The overall expansion of *SENA News* contributes to the community's general awareness of issues and events, which shape and effect the neighborhood.
- 2) Increased distribution of *SENA News* means a broader readership.
- 3) *SENA News* is a positive outlet for local writers.

Program Difficulties:

- 1) Production of the newsletter was a one-person job for over a year. Duties included: editing, arranging, delivery, and at times affixing labels (up to 4,000!).
- 2) Bi-monthly timeline prohibits time sensitive material from being distributed.

Program Recommendations:

- 1) An electronic version of the newsletter would reach those within and outside the community with Internet access. This would additionally cut down on the amount of surplus newsletters produced and then recycled.
- 2) Commercial profiles of areas businesses may increase local patronage and at the same time be an additional location for the distribution of the newsletter.

Summary:

SENA News continues to be a vital source of neighborhood information, which effects residents. Increased funding has allowed for the involvement of many more people within and around the community. The Crime and Livability Action Group has very little impact on the outcome of the newsletter. A separate newsletter committee responds to the needs of the newsletter when needed.

**SENA First Step Program Evaluation
Crime and Livability Action Group
SENA Representatives
In-House/September, 1996**

Service Provider Contact Name: SENA Staff

Contact Phone Number: SENA Office

Name of Program: SENA Representatives

Overview of Program: Recruitment of SENA Representatives will help develop and sustain neighborhood leadership beyond Block Club leaders.

Brief Description of Program: Representatives will be recruited through board meetings, neighborhood activities and SENA News outreach. The goal of SENA is to have a SENA Rep on every block. Reps receive bi-monthly updates on committee and board activities and spread this information by talking with their neighbors. Reps also tell SENA about concerns or successes on the block and refer neighbors to SENA resources.

Date Program Began: September, 1996 **Completion Date of Program:** on-going

Total Funds Available: \$880 (Original total was \$2,080 - program was later modified.

See: Reallocations Forms Attachment A)

Funds Spent: \$116.72

Funds Remaining: \$763.28

Names, addresses, phone numbers and fund amounts spent:

Money was spent on resident mailings, including postage and coverage.

Program Successes:

- 1) As early as December 1996, 40 Standish-Ericsson residents had volunteered to represent SENA on their blocks.
- 2) SENA representatives were recruited by over a dozen volunteers.
- 3) After various door-knocking campaigns, a SENA Rep has approached every home in the Standish-Ericsson neighborhood.
- 4) Representatives bring to the table various messages regarding neighborhood status and provide a highly accessible network of concerned community members.

Program Difficulties:

- 1) The efforts to recruit SENA Reps closely mirrored efforts to maintain Block Club leaders. Decidedly, one program is enough.
- 2) Block Club leader information (identity, address) was not disseminatable by the CCP/SAFE officer within the community. SENA Reps was an attempt to have a "block rep" without the confidentiality of the Block Club leader.
- 3) Volunteer information such as telephone numbers were changed or were disconnected.
- 4) Crime and Livability Action Group attendance fell off severely, causing great difficulty in sustaining many of the strategies identified in the First Step Action Plan.

Program Recommendations:

- 1) Build solid partnerships with CCP/SAFE officers to avoid redundant programs between Block Club leaders and SENA Reps.

Summary:

The SENA Reps was an attempt to build a solid network of resident-participators. Perhaps this is the ultimate goal of NRP, but sustaining active members was too difficult. Due to the similar

nature of SENA Reps and Block Club leaders, the aim of the program was similar to anticipating an extraordinary amount of community member participation. This again, proved to be too difficult.

**SENA First Step Program Evaluation
Crime and Livability Action Group
Security Fund
In-House/June, 1996**

Service Provider Contact Name: SENA Staff and Volunteers

Contact Phone Number: SENA Office

Name of Program: Security Fund

Overview of Program: To establish a program through Block Club leaders for providing basic safety equipment, limited to motion detector lights, window locks and door dead-bolt locks.

Brief Description of Program: With help from CCP/SAFE units, information brochures and various literature packets have been made available at the SENA office. This information is used by the Crime and Livability Action Group to assist in program planning and events throughout the neighborhood.

Date Program Began: June, 1996

Completion Date of Program: On-going

Total Funds Available: \$3,500 **Funds Spent:** \$917.61 **Funds Remaining:** \$2,582.39

Names, addresses, phone numbers and fund amounts spent:

-L.K. Olsen True Value Hardware

4208 28th Avenue S 612-722-8602

Home safety equipment was purchased for \$917.61

Program Successes:

- 1) Various literature packets enabled residents to identify with national models of Walkers Clubs, National Night Out agendas, and crime statistics. This provided an immediate and valuable resource for residents.
- 2) Prizes bought with NRP funds were awarded to homeowners that completed safety inspections.

Program Difficulties:

- 1) Membership in the Crime and Livability Action Group dropped off severely.
- 2) Residents returned safety equipment and credit was given to original funds available.
- 3) This particular program depended heavily on homeowner willingness to participate in having home inspection by Police and CCP/SAFE officers.
- 4) Homeowner participation dwindled to the point of cutting program all together.

Program Recommendations:

- 1) Rather than generic advertisements in the SENA News, individual postcards should be mailed out in a more concentrated effort to engage residents with concern for their home safety.
- 2) Somehow promote the issue of crime and safety within the neighborhood to prevent fading interest.

Summary:

The eventual failure of this program was due primarily to lack of interest of community members. The dwindling interest in crime issues is reflected in the difficulty experienced by the Crime and Livability Action Group in maintaining active group members. Crime seemed to be a difficult issue to engage community members in. When residents would return the awards they had received upon completing home inspections, it is a sign of waning interest on the part of residents. Money was eventually re-allocated into the Walkers Group.

**SENA First Step Program Evaluation
Crime and Livability Action Group
"SENA" Neighborhood Signs
Minneapolis Traffic Engineering/May, 1996
300 Border Avenue N, Minneapolis, MN 55405**

Service Provider Contact Name: Pat Grant, City of Minneapolis Traffic Engineer

Contact Phone Number: 612-673-5750

Name of Program: "SENA" Neighborhood Signs

Overview of Program: Create and place signs at neighborhood boundaries, parks, commercial centers and other neighborhood institutions that identify the neighborhood.

Brief Description of Program: Identification signs run around the perimeter of the neighborhood and at a major gathering sites internally. Laminated posters distributed to businesses, churches, park areas and other public institutions will help supplement these signs and help identify the neighborhood internally.

Date Program Began: May, 1996

Completion Date of Program: August, 1996

Total Funds Available: \$1,860 **Funds Spent:** \$1,360 **Funds Remaining:** \$500

Names, addresses, phone numbers and fund amounts spent:

-Gopher Sign Company 1310 Randolph Avenue, St. Paul, MN 55105

Phone (651) 698-5095 Fax (651)699-3727

\$930 went towards artwork, layout, signage, and mounting material.

-Minneapolis Traffic Engineering 300 Border Avenue N. Mpls, MN 55405
\$430 for installation.

Program Successes:

- 1) 30 signs were placed throughout the neighborhood.
- 2) Signs "welcome" people to the Standish-Ericsson neighborhood and it's institutions
- 3) Signs will be in place for a long, long time.
- 4) The SENA office has, on-hand, a supply of laminated posters that are available to businesses or other organizations.

Program Difficulties:

- 1) The design phase of the logo was the most time consuming, due to the lack of pre-existing design.

Program Recommendations:

- 1) This is something that every metropolitan neighborhood should have.

Summary: Neighborhood signs are a constant reminder throughout the community of identity and place. The signs are a friendly greeting to visitors and residents alike.

**SENA First Step Program Evaluation
Crime and Livability Action Group
Walkers Group
In-House/February, 1996**

Service Provider Contact Name: SENA Staff and Volunteers

Contact Phone Number: SENA Office

Name of Program: SENA Walkers Group

Overview of program: SENA sponsored several walking groups. Some focused on parks, while others roamed throughout the neighborhood and business areas.

Brief Description of Program:

1. Create a welcoming environment
2. Increase the safety of public spaces through "good neighbor" visibility
3. Get to know neighbors and neighborhood
4. Improve individual health

Date Program Began: February 11, 1996 **Completion Date of Program:** On-going.

Total Funds Available: \$500 **Funds Spent:** \$446 **Funds Remaining:** \$54

Names, addresses, phone numbers and fund amounts spent:

T-shirts and hats were made for participants.

Program Successes:

- 1) 45 community members signed up for walkers phone list.
- 2) Training and orientation sessions acquainted people with proper conduct.
- 3) Other neighborhood groups were contacted regarding their own walkers clubs.

Program Difficulties:

- 1) The program is seasonal. It is expected that the groups will re-organize every Spring.

Program Recommendations:

- 1) Continue to increase public awareness of group.
- 2) Introduce "theme" walks, which may inspire community building.
- 3) There is no "real" need for walkers to have customized t-shirts. Ordinary SENA t-shirts work just fine.

Summary:

The Walkers Group is a sustainable program which receives little funding for its community wide impact. Popular perception throughout the neighborhood is that walking is a terrific way to meet community members. Walkers can have a positive impact on children.

**SENA First Step Program Evaluation
Crime and Livability Action Group
Welcome Wagon Packets
In-House/June, 1996**

Service Provider Contact Name: SENA Staff

Contact Phone Number: SENA Office

Name of Program(s): Welcome Wagon Packets

Overview of program(s): The "Welcome Wagon" Packets will contribute to economic and social stability and build community by promoting neighborhood identity, developing stronger neighborhood relationships and encouraging use of neighborhood businesses and services.

Brief Description of Program: SENA developed a packet for distribution to new residents, through blockclubs or SENA block representatives when possible and perhaps through a neighbor of the new residents.

Date program began: June, 1996 **Completion date of program:** Funding for 2 years.

Total Funds Available: \$3,500 **Funds Spent:** \$3,000 **Funds Remaining:** \$500

Names, addresses, phone numbers and fund amounts spent:

Funding was provided for the development and production of Standish, Ericsson and/or SENA brochures.

Program Successes:

- 1) The quick implementation of this project was tangible evidence of NRP dollars at work in the neighborhoods.
- 2) With a target distribution of at least eight hundred (800) packets, "Welcome Wagon" packets were plentiful and readily available at SENA events.
- 3) The "Welcome Wagon" Packet provided a comprehensive collection of neighborhood services.

Program Difficulties:

- 1) Produced way too many packets, many were outdated and were discarded.
- 2) The "Welcome Wagon" Packet requires a minimum amount of updating.

Program Recommendations:

- 1) Decrease funding for a smaller number of up-to-date packets.
- 2) Bulletin board display among commercial outlets.
- 3) Put notice on website and in newsletter.

Summary: The "Welcome Wagon" Packet continues to be a valuable asset to neighbors and new residents. Due to the previous surplus of packets, funding should be reduced to reflect a need to have fewer than 800 "Welcome Wagon" packets on stock. (FYI- name was changed to "Welcome Packet" for Full Plan implementation.)

SENA First Step Program Evaluation Youth, Family and Seniors Action Group

Ericsson Mentoring Program

The Ericsson Mentoring program was dropped from the YF&S Action Group. Some funds were used in the search by the Hiawatha YMCA to find persons to staff the program. Simply put, nobody wanted to tutor 3rd-5th graders. Funds were re-allocated according to NRP guidelines.

Sibley Park Playground Supervisor

The position of Sibley Park Playground Supervisor was dropped from the First Step Action Plan. NRP lawyers reviewed the scope of services and required that any NRP funded park program be educational by nature. Lawyers did not view the Playground Supervisor position as an educational resource for the community; thus the program had to be dropped. In addition, NRP funds cannot provide the pay for Park Board staff, nor can they augment Park Board staff's wages.

YF&S Action Group regrets not knowing about these NRP guidelines. Ann King, former chair of the YF&S group, said that NRP funds would never have gone towards such programs if it were known that restrictions applied. Funds were re-allocated according to NRP guidelines.

Sibley Park Youthline Worker

The position of the Sibley Park Youthline worker met the same fate as the Playground Supervisor. Again, NRP lawyers denied this position from ever manifesting. YF&S group members considered alternatives for staffing, such as social workers, welfare agents and others but no action was taken. Funds were, of course, re-allocated according to NRP guidelines.

**SENA First Step Program Evaluation
Youth, Family and Seniors Action Group
Folwell Intergenerational Program
Hiawatha YMCA/September, 1996
4100 28th Avenue S, Minneapolis, MN 55406
Phone: (612) 729-7397 Fax: (612) 729-1011**

Service Provider Contact Name: Noreen Buhmann

Contact Phone Number: (612) 729-7397

Name of Program: Folwell Intergenerational Program

Overview of Program: Integrate youth and seniors to increase awareness across generations.
This program is an extension of the Intergenerational Learning Project.

Brief Description of Program: NRP funds will expand participation within the Intergenerational Learning Project. Activities include games, storytelling, crafts, and outdoor recreational activities.

Date Program Began: May 1995

Completion Date of Program: Sept. 1996

Total Funds Available: \$10,000

Funds Spent: \$10,000

Funds Remaining: \$0

Names, addresses, phone numbers and fund amounts spent:

Noreen Buhman Hiawatha YMCA (612) 729-7397 \$10,000

Program Successes:

- 1) Memory books were compiled and completed by youth and seniors. Youth were involved in research and archiving.
- 2) Students changed impressions of elderly. Some went from calling people "Old" to "elderly."
- 3) This was a unique opportunity for children inclined to assist the elderly to help in a structured environment.

Program Difficulties:

- 1) Before the program began, the Nile (assisted living center) was vandalized by youth. This created a small amount of distrust.
- 2) Few children were completely involved. All were girls between ages 10 and 15.
- 3) The program was difficult to establish because of the high degree of dedication on the part of both program coordinators and seniors and youth.
- 4) Nile was sold during the program and introduced a new administration which did not develop the Intergenerational Program.

Program Recommendations:

- 1) Since more effort was required to increase senior development than child development, it is recommended that the Nile pick up the program and develop the program from within.
- 2) Continue to build partnership between Nile and SENNA and YMCA and surrounding schools, establishing a dedication to link kids and seniors.

Summary: The Folwell Intergenerational Program received increased attention and funding through NRP. Memory books and social activities provided a structured environment for children to work with seniors. The major obstacle in this program was the selling of the Nile to an administration that wanted little to do with Intergenerational programs.

**SENA First Step Program Evaluation
Youth, Families and Seniors
Library Computer/March, 1996
Roosevelt Public Library
4026 28th Avenue S, Minneapolis, MN 55406
(612) 630 6590 Fax (612) 724 0078**

Service Provider Contact Name: NormaKay Martinson, librarian

Contact Phone Number: (612) 630-6590

Name of Program: Library Computer

Overview of program: Provide structured opportunity to learn and have fun in a safe environment. Promote use of the community library.

Brief Description of Program: Purchase a computer and educational software for the Roosevelt library to be made available to youth using the library.

Date program began: March 1, 1996 **Completion date of program:** On-going. After initial installation and set-up of the computer, the Minneapolis public library is responsible for upkeep and maintenance.

Total Funds Available: \$3,000 **Funds Spent:** \$2,626 **Funds Remaining:** \$374

Names, addresses, phone numbers and fund amounts spent:

SENA staff purchased the computer, printer, and workstation from a wholesale office supply company. \$2,500

Program Successes:

- 1) The computer fills a real need in the neighborhood, as many families do not have home computers.
- 2) A large number of students use the computer to write school reports.
- 3) The computer has been used by students and adults for writing summer job applications.
- 4) A few adults have even used the computer to produce job resumes. This is a bonus success in addition to the tremendous use of the computer by children.

Program Difficulties:

- 1) In reaction to the tremendous demand for the public computer, SENA board members have agreed that an additional adult computer should be made available at Roosevelt library. The NRP process has been slow in addressing this issue.

Summary: The program to make available a public computer at the public library has benefited the entire Standish and Ericsson neighborhoods. During and after school hours, students sign up in advance to use the computer and it's programs for up to one half-hour at a time. Few adults have also used the word processing capabilities to improve resumes. This program directly deals with middle- and lower-income families computer accessibility issues. Currently, the Roosevelt public library is enjoying a sustained success, which began the day the computer was first introduced.

**SENA First Step Program Evaluation
Youth, Family and Seniors Action Group
Roosevelt Tutoring Program
Hiawatha YMCA/October, 1995
Hiawatha YMCA 4100 28th Avenue S, Minneapolis, MN 55406
Phone: (612) 729-7397 Fax: (612) 729-1011**

Service Provider Contact Name: Noreen Buhmann

Contact Phone Number: (612) 729-7397

Name of Program: Roosevelt High School Tutoring Program, at the Hiawatha YMCA

Overview of program: The tutoring program provides help to students who are having trouble in specific areas. This will help build self-confidence and academic skills in youth, while providing positive role models.

Brief Description of Program: Student and tutor meet for one half hour at scheduled times during and after the school day. In both cases, the school staff recommends the students. The program is run by staff from the Hiawatha YMCA.

Date Program Began: October, 1995 **Completion Date of Program:** June, 1998

Total Funds Available: \$15,500

Funds Spent: \$15,500 **Funds Remaining:** \$0

Names, addresses, phone numbers and fund amounts spent:

Noreen Buhmann Hiawatha YMCA (612) 729-7397 \$15,500

Program Successes:

- 1) Tutoring is a great way for concerned adults to build a relationship with young people and provide help and guidance within a structured environment.
- 2) Tutors from St. Thomas learned tremendous life skills about the global context of the work they are doing.
- 3) Mentors and Tutors provide a more complete mental picture of the U.S. for ESL students.
- 4) The contact with ESL students gave St. Thomas students a global context for the work they're doing.

Program Difficulties:

- 1) More volunteers are needed to increase the number of students who can be in the program.
- 2) Lack of precedent caused for a need for volunteer orientation and training.
- 3) The structural foundation of volunteer development contained no follow-thru.

Program Recommendations:

- 1) Increase the attractiveness of tutoring to capable adults.
- 2) Market tutoring opportunities neighborhood and citywide outlets.
- 3) Bringing in volunteers from other neighborhoods will increase the further increase the awareness of tutoring opportunities.
- 4) Increase language diversity of tutors to accommodate a wider range of students.

Summary: The creation of the Roosevelt High School tutoring program contributes to student's experiences within the community. Exposure to diverse settings supplied St. Thomas students to gain tremendously. Roosevelt students eventually started coming back to help tutor.

**SENA First Step Program Evaluation
Youth, Family and Seniors Action Group
YMCA Camp Scholarships/June, 1996
Hiawatha YMCA 4100 28th Avenue S, Minneapolis, MN 55406
Phone: (612) 729-7397 Fax: (612) 729-1011**

Service Provider Contact Name: Jennifer Thompson

Contact Phone Number: (612) 729-7397

Name of Program(s): YMCA Camp Scholarships for:

- Summer Adventure
- Holiday Adventure/School Release Days
- Resident Camp

Overview of program(s): Provide up to 20 full-time scholarships to the Adventure Camp program of the Hiawatha YMCA for neighborhood youth.

Brief Description of Program: The YMCA offers a safe child care environment for parents and guardians when school is not in session. Trained adult staff provides positive adult role models for all children. Activities are structured to provide new opportunities, learning/development, and healthy social interaction with other children their age.

Date Program Began: June, 1996 **Completion Date of Program:** August, 1996

Total Funds Available: \$20,000 **Funds Spent:** \$20,000

Names, addresses, phone numbers and fund amounts spent:

The number of scholarships provided was not available. Recent program evaluations show a high number of scholarship participation (29 for the 1999 program). In the same evaluation, scholarships amounted to \$47.50 weekly for Summer Adventure programs and \$10.50 a day for Release Day participants.

Program Successes:

- 1) Program provided a safe place for children to spend time away from home and school.
- 2) Opportunities were given for children to develop socially, physically, and mentally.
- 3) Children had positive adult mentors who were consistent and reliable
- 4) Field trips around and outside of the Twin Cities exposed children to many new things.
- 5) Noticeable improvements were seen to children's self esteem and self-confidence.

Program Difficulties:

- 1) Program resources were lacking for time spent on-site.

Program Recommendations:

- 1) Develop and increase awareness among low-income parents.
- 2) Work together with SENA to increase resource efficiency (advertise in newsletter).

Summary: The YMCA continues to offer safe childcare while school is not in session. The quality of the YMCA programs serves the surrounding community well. SENA and the YMCA, together, benefit the community and children as a result of the dedication of those individuals involved. The YMCA is a constant partner in SENA programs. It is essential that children of low-income families be allowed continuing access to scholarship money. The development and opportunities afforded to children involved contribute greatly to the overall health of the neighborhoods.

**SENA First Step Program Evaluation
Commercial Action Group
Business Directory
Visual Expressions/June, 1995
4009 Minnehaha Avenue S/Phone (612) 729-1649 Fax (612) 729-8370**

Service Provider Contact Name: Nance Westlund, Visual Expressions

Contact Phone Number: (612) 729-1649

Name of Program: SENA Business Directory

Overview of program: Produce and distribute a business directory to all neighborhood residents and businesses.

Brief Description of Program: Produce a business directory of Standish and Ericsson businesses. Distribute business directory to all current Standish and Ericsson residents and businesses and have additional directories be incorporated into the Welcome Packets (see Crime Prevention and Safety).

Date Program Began: June, 1995 **Completion Date of Program:** Mailed October, 1996

Total Funds Available: \$8,000 **Funds Spent:** \$3,228.04 **Funds Remaining:** \$4,771.96

Names, addresses, phone numbers and fund amounts spent:

-Nance & Richard Westlund Visual Expressions, (612) 729-1649. Directory Layout and on Commercial Action Group. 5000 booklets of the second edition cost \$3,116.04

-Data Mail Inc. 945 Broadway St. N.E. (612) 781-8770. The distribution cost \$85.

Program Successes:

- 1) The SENA business directory successfully promotes the overall awareness of existing businesses to residents and businesses of the community.
- 2) It is important to inform community members of what goods and services are within and available to the Standish and Ericsson neighborhood.
- 3) Businesses have remarked that customers have found them via the business directory.
- 4) Feedback from residents show they are glad to have the directory and support local businesses.

Program Difficulties:

- 1) It is a lot of work to gather the initial data and be sure that it is complete and accurate.
- 2) Layout and design can be expensive.
- 3) Challenging to get ads in new publication.
- 4) Difficult to determine the best number of directories to produce and how to distribute them in the most cost-efficient manner.

Program Recommendations:

- 1) Future publications should be easier to build upon existing information.

Summary: The SENA business directory is an essential step in reaching the objective as defined by the Commercial Action Group. Once a data foundation has been established, future updates and additions will be much easier. The Commercial Action Group's goal of maintaining and improving the availability of goods and services that residents want and need is a long-term goal. The business directory alone cannot achieve this goal, but one piece has been completed. The directory is a positive community agent that also serves to bring attention to SENA. With the

additional money from the modified Master Plan (see modification #4) a second directory was produced with improved design and layout.

**SENA First Step Program Evaluation
Commercial Action Group
Pilot Commercial Lighting Project
Minneapolis Public Works/March, 1996
350 S 5th Street, Rm 233, Minneapolis, MN 55415-1314**

Service Provider Contact Name: John Hotvet, NRP Liaison for Public Works

Contact Phone Number: Office: (612) 673-2411 Direct: 673-2743 Fax: 673-2149

Name of Program: Pilot Commercial Lighting Project

Overview of program: Install lighting at a pilot commercial area that is part of the Master Plan for the Standish and Ericsson neighborhood commercial areas.

Brief Description of Program: To improve the safety and usability of commercial areas. The area surrounding 38th Street S and 23rd Avenue S serves as a model for other commercial areas to be funded with NRP Full Plan monies. The total project cost was estimated to be \$51,300. SENA NRP covers approximately 70% of the cost (\$36,000). Since NRP guidelines prevent SENA from paying for the entire project, the remaining 30% (\$15,300) will be assessed to the properties improved by the project.

Date Program Began: March, 1996 **Completion Date of Program:** November, 1997

Total Funds Available: \$36,000 **Funds Spent:** \$36,000

Names, addresses, phone numbers and fund amounts spent:

Department of Public Works, John Hotvet, Transportation Engineer (612) 673-2743

Cost of each light including installation \$6,000

Percentage of NRP funds according to NRP guidelines: 60%, or \$3,600 per light

Percentage assessed to properties: 40%, or \$2,400 per light

Average assessment over 20 years: \$.35-\$.40/sq. foot

Program Successes: The program was a unique opportunity for volunteers and staff members to create and maintain a network with city agencies. Both the Minneapolis Public Works and Planning Department were called upon to complete the program. It is difficult to measure safety, however there generally is a greater perception of safety in well-lit areas.

Program Difficulties: As mentioned above, safety is difficult to measure. The impact of a commercial lighting project on nearby residential areas should be noted before completion. Assessment forms indicate that active members would like more information regarding implementation strategies and methods.

Program Recommendations:

- 1) Develop commercial safety programs that incorporate CCP/SAFE, block clubs, video cameras and other unifying features.
- 2) There is a need to inform and remain clear on which properties will be included in the impact assessment.
- 3) Hold a community meeting early on and maintain awareness through neighborhood flyers (either neighborhood impacted, neighborhood at-large, or both).
- 4) Tie project with commitment to involvement with SENA and/or business club.
- 5) The Public Works Liaison recommended a formal policy or template for similar future partnership programs. Public Works would develop such a template.

Summary: The goals were accurate, only requiring more information on how to implement the partnership. SENA-Public Works-Planning Department partnerships were successful and provided a learning experience for all involved. Tom Daniel, a longtime active Commercial Action Group Leader, reported positive neighborhood reactions to the overall project. Additionally, a bus shelter had been relocated as a result of the lighting structures- once immediately adjacent to the street, the shelter was moved back, off of the street, and in a more favorable location. This was done free of charge by the Public Works department. It is viewed as a benefit to all. John Hotvet, the NRP liaison for Public Works, remarked that the Public Works-SENA partnership was a positive learning experience for Public Works staff members. The pilot lighting project was a "building block" for programs and partnership to come. In the future, Public Works staff will develop workload priorities between distinct neighborhood programs.

**SENA First Step Program Evaluation
Commercial Action Group
Master Plan**

The objective of the "Master Plan" was to encourage stabilization and economic growth in the Standish and Ericsson commercial areas. This was to be accomplished by developing a database of commercial properties and businesses and hiring a consultant.

In September 1996, the Commercial Action Group voted to reallocate the money for the "Master Plan." Action group members chose to use the \$5,000 for the creation of a SENA Business Directory in order to make better use of spending the Full Plan funds. This followed NRP plan modification procedures.

SENA identified an updated business directory as a tangible, cost effective, and timely way to improve the commercial vitality of the neighborhood. The first directory was well received by the community and an updated one was considered a good use of the current funding allocated for commercial support activities.

Conclusions

The process and results of this report suggest that the NRP's impact on the Standish and Ericsson neighborhood has been largely positive. With few exceptions, funding was directed appropriately from the inception of the First Step. Projects that received funding were largely adequately funded or received additional funds from reallocation. In the special case of the Youth, Family and Seniors, group members were not completely aware of all NRP legal requirements and allocation guidelines. As a result, half of the proposed YF&S programs were cut and funds were redistributed into programs that met those guidelines. Proposed park staff positions were dropped due to conflicts with the salaries of Park and Recreation staff and NRP funding. All Action Group members were new to the processes of the NRP, yet their feedback into SENA and this report continue to benefit NRP. More than twice as many programs were completely implemented as those programs that remain partially implemented or not implemented at all.

The NRP however, has not been without its downfalls. Some programs suffered poor board member turnout. The Crime Prevention and Safety Action Group met with deteriorating participation. As a result, some programs failed to meet their desired goals of overall community building. Overlapping program types contributed to the waning interest of community members. The SENA Reps and CCP/SAFE programs had nearly identical goals. The primacy of the CCP/SAFE determined that the SENA Reps program was not completely necessary. Safety itself, is a difficult issue for individuals to feel proactive about. Aside from community building programs such as the Walkers Group, people seem hesitant to want to organize and fight crime. Neighborhood-wide activities seldom deter crime, and the sense of belonging associated with neighborhood signs wears thin after dark. While safety may be a priority, it may be difficult to address the issue directly by funding safety programs. Commercial lighting, greening projects and home improvement efforts in turn will address crime and safety issues. The overall sense of safety and security around the Minnehaha Creek and watershed area increased with the enormous community effort in creating the two watersheds and re-planting of native grasses. Residents called the entire area "friendly, and natural" and "a focal point in our neighborhood." The long-term impact of community building efforts like this will reflect well on the youth and residents from surrounding communities.

Action Group attendance was dependent upon which phase of implementation the group was engaged in. The Commercial Action Group members had a positive role in carrying out the Commercial Lighting Plan and Business Directory, yet attendance dropped to almost none when programs were completed and new issues were being developed. Business owners and commercial interest groups were most responsive when goals were established and programs were ready for implementation. Family issues, school, rest, and hobbies were cited as alternative commitments for group members. High turnover will always be an issue for neighborhood organizations. In a sense, the Commercial Action Group responded best to NRP funded programs which directly benefited themselves and/or the community. Unlike programs such as the Walkers Group, which sustains itself socially, the Commercial Action Group came together over issues that demanded attention. Youth, Family and Senior Action Group were the same way. Although 3 strategies were dropped and the remaining 4 strategies involved outside service providers, the YF&S group completely implemented community building programs. The Roosevelt Library computer may have the most beneficial community-wide impact of all programs.

During the nearly two years of contracted NRP funding, SENA has grown and matured as a neighborhood resource. SENA is known and respected in the wider metro area for more than just NRP. Commercial establishments, public libraries, high school resource centers and coffee shops all bear signs of SENA's commitment to the neighborhood. Partnerships with local agencies have

grown and stabilized. The Hiawatha YMCA handles many programs and fosters many of the ideas and ideals of NRP. Minneapolis Public Works continues to address the needs of SENA with minimal bureaucratic indifference.

The majority of individuals interviewed throughout the course of this report have found NRP's impact in the Standish Ericsson Neighborhood to be positive and beneficial. Less-involved neighborhood residents were more positive about the neighborhood and the challenges facing the community than may be expected. Individuals closely involved with NRP tended to see the positive and negative extremes of their effort. Individuals involved since the inception of SENA spoke of NRP as a large personal learning experience. Nobody harbored any regrets for their commitments. Some Action Group members and Board of Directors members left and then came back. Some individuals joined other Action Groups.

The challenges facing community organizations such as SENA tend to remain the same over time, particularly outreach. The challenges faced in assembling community members to form SENA present themselves in facilitating community outreach. Improving outreach has been an issue with no real measure for "success." The perception that there is always more to do and never enough done cannot easily be managed. Community organizations such as SENA will address this issue into the future.

About the Researcher

I began this project in the fall of 1999 as an internship through both CURA (Center for Urban and Regional Affairs) and SENA. I found the internship posted on the University of Minnesota employment website. The scope of the project identified well with my interests both academically and personally. As a senior in the Geography department at the University of Minnesota (as of May 2000), I found that restoring decision making to the community level was one of the goals of the Neighborhood Revitalization Program (NRP). NRP was a term thrown around in class for the last couple of semesters, and I found myself agreeing with the principles of the program. I was also looking for an opportunity to use my researching skills for the benefit of a community-type setting. While some people choose to pay for school-related expenses at coffee shops or restaurants, I chose a paid internship as an opportunity to gain valuable insight into the complex web of financing community building and metropolitan community revitalization. An internship is not a requirement to graduate with a degree in Geography at the University of Minnesota, I sought the experience and opportunity on my own.

I plan on taking the experience I've gathered working for SENA and CURA and building upon it. I would like to use the experience as a foundation for understanding and realizing communities of diversity and change. I would like to approach International Development with a solid understanding of the many processes of regional investment and social improvement. My degree at the University of Minnesota has been made even more valuable with my internship at SENA. I enjoyed working with committed individuals, neighborhood residents, service providers, and the many types of individuals that make the Standish and Ericsson neighborhood the unique place that it is. I even enjoyed the many challenges that stood up along the way. I have a much deeper respect for those people who have committed to, not only Standish Ericsson Neighborhood Association, but also the process of delivering quality service to neighborhoods and community organizations.

My involvement at Standish Ericsson Neighborhood Association may be over for now, but I am free to appreciate the many positive outlets SENA has created for the neighborhood and the entire metropolitan area at large. Additionally, I would like to think that this project inspires not only criticism, but also avenues of kind and considerate decision making. Whether or not my involvement in NRP will continue remains to be seen, but I know that I'll be keenly aware of what neighborhoods need and how the city handles those needs.

I would like to thank Shirley Yeoman, Andrea Kish-Bailey, and Jeff Langaard without whose guidance I would've failed more often than not.

Attachment A

SENA First Step Program Evaluation Template

Action Group Name

Program Name

Service Provider Name/Date

Service Provider Address, Phone and Fax Numbers

Service Provider Contact Name:

Contact Phone Number:

Name of Program(s):

Overview of Program(s):

Brief Description of Program:

Date Program Began:

Completion Date of Program:

Total Funds Available:

Funds Spent:

Funds Remaining:

Names, addresses, phone numbers and fund amounts spent:

Program Successes:

1)

Program Difficulties:

1)

Program Recommendations:

1)

Summary:

Attachment B

**Standish Ericsson
First Step Plan**

			Allocation	Contracted	Balance	#	Contract	Expended	Balance	Total Balance	
Parks And Environment											
41A1A	Water Quality Improvement/Education	Increase awareness of water quality issues within the Lake Hiawatha and Minnehaha Creek catch-basin area.	9,000	9,000	0	10245	3,000	2,097.59	902.41	902.41	Move into Goal 1, Strategy 1. Same as above
						10245	6,000	4,678.52	1,321	1,321	
41A1C	Water Quality Improvement/Education	Raise public awareness of storm water drainage and the direct impact on water quality in Lake Hiawatha and Minnehaha Creek. Paint stencils at storm water drains through the catch basin area.	50	0	50		0	0	0	50	Same as above
41A3	Pilot Creek Project/Signage/Sealing	Construct a wetland focused on a small pilot section of Minnehaha Creek. The wetland will provide natural filter for storm sewer runoff and pollutant removal.	84,350	78,000	6,350	10869	78,000	78,000	0	6,350	Move into Strategy 3
42B2	Crosswalk signs	Improve safety by installing flashing crosswalk signs at intersections where the creek and adjacent paths cross major roadways.	10,000	10,000	0	11485	10,000	4,860	5,140	5,140	Move into Strategy 1 goal 2, objective B. 1
42B3	Pedestrian and Bike Path Painting	Improve safety along paths in park and creek areas by painting pedestrian and bike path lines and by installing sign posts.	1,000	1,000	0	10869	1,000	1,000	0	0	
People And Community											
51A2	Tutoring Program	YMCA will hire a part-time coordinator to organize and administer a volunteer tutor program at Roosevelt High School.	15,500	15,500	0	10727	15,500	15,500	0	0	
51A3	Ericsson Elementary Mentor Program	The YMCA will begin an innovative program with 3rd 5th graders. The program will create positive attitudes about school through the use of adult mentors.	0	na	na	na	na	na	na	na	
51B1	YMCA Summer Adventure Camp	Provide scholarships for neighborhood youth to participate in the Hiawatha YMCA Summer Adventure Camp (grades K-5) and High Adventure Camp (grades 6-8).	20,000	20,000	0	10727	20,000	19,749	251	251	Roll into Full Plan same.
51B2	Youthline Outreach Worker	Sibley Park will hire an outreach worker to provide a consistent role model and develop relationships with teens and to supervise structured activities.	0	na	na	na	na	na	na	na	
51B3	Supervise Sibley Pool and Playground	Sibley Park will hire a full-time summer playground supervisor to monitor the pool and playground activities.	0	na	na	na	na	na	na	na	
51D1	Intergenerational Program	Expand the number of participants in the Intergenerational Learning Project at Folwell Middle School. The program brings students and seniors together on projects to develop greater understanding and friendships between the age groups.	10,000	10,000	0	10727	10,000	10,000	0	0	
52A1	Computer Access at Roosevelt Library	Purchase a computer and educational software to provide youth with access to computer technology at the Roosevelt Library.	3,000	3,000	0	10671	3,000	2,993.51	6.49	6.49	Roll into Full Plan 7.1.A.1
Implementation											
71A1	Staff/Office Support	SENA will engage personnel and cover associated costs for implementation of the First Step Plan	123,296	123,296	0	10245	123,296	122,549.06	746.94	746.94	Roll over into Full Plan same.
Totals			697,352	658,550	38,402		658,550	596,191	16859.39	55260.55	

**Standish Ericsson
First Step Plan**

Plan No.	Strategy Name	Strategy Description	Plan Allocation	Allocation Contracted	Allocation Balance	Contract No.	Contract Amount	Contract Expenditures	Contract Balance	Total Balances Available	Actions
Commercial											
1.1 C.2	Commercial Lighting Plan	Chose one of the neighborhood commercial areas as a pilot project and install additional lighting	36,000	36,000	0	12089	36,000	36,000	0	0	
1.1 C.1	Business Directory	Produce a business directory of Standish Ericsson businesses. Distribute directory to all current residents and businesses and incorporate directories into the Welcome Wagon for new residents. A Commercial Master Plan will be developed with the assistance of the Mpls Planning Department using information from the MCDA commercial node study, the Minneapolis Plan, and other sources	8,000	8,000	0	10245	8,000	3,228.04	4,771.96	4,771.96	Being spent now.
1.2 C.1	Master Plan		0	na	na	na	na	na	na	na	
Crime Prevention And Safety											
2.1 A.3	Welcome Wagon Packet	Create and distribute a welcome wagon packet for new residents and available to current residents. The packet would include neighborhood information, city information and other services.	1,754	1,754	0	10245	1,754	1253.98	500.02	500.02	Roll into Full Plan some.
2.1 A.4	Maintain Walking Group	Develop and maintain a neighborhood walking group to help build a sense of community and increase public safety of public areas.	409	409	0	10245	409	226.99	182.01	182.01	Roll into Full Plan some.
2.1 C.1	Crime Prevention Grant Program	Establish a program through the block clubs for providing basic safety equipment. Distribution of equipment would be made in conjunction with CCP/S A F E	1,250	1,250	0	10245	1,250	917.61	332.39	332.39	Move into 2.1.A.4
2.1 D.1	Neighborhood Events/Activities	Organize regular neighborhood wide activities and events to help build community, increase the safety of public spaces, make connections across generations, support good citizenship, and support the ethic and lifestyle diversity of the neighborhood.	3,310	3,310	0	10245	3,310.00	3310.00	0	0	
2.1 E.1	Neighborhood Signs	Create and place signs, posters and/or decals at neighborhood boundaries, parks, commercial centers and other neighborhood institutions that identify the neighborhood.	1,360	1,360	0	10245	1,360	1,360	0	0	
2.1 E.2	SENA Reps/Block Clubs	Recruit SEN A representatives to strengthen educational and community building efforts by providing a communication link between the neighborhood association and the blocks.	880	880	0	10245	880	116.72	763.28	763.28	Move into 2.1.A.4, to pay for graffiti removal on WIP.
2.1 E.3	SENA Newsletter/Communications	Sustain and expand the SEN A newsletter and other communications/marketing vehicles	13,293	13,293	0	10245	13,293	13,293	0	0	
Housing											
3.1 A.1	Housing Grant/Deferred Loan Program	Provide financial assistance to residents to improve and maintain their homes. Conduct a visual survey of all housing and commercial properties to determine the condition of structures, and use the findings to create a database to monitor all vacant, boarded, and condemned properties. Assist in resolving vacant home issues.	332,400	317,998.36	14,001.64	10426	317,998.36	317,998.36	0	14,001.64	Roll over in Full Plan some for all three (3).
3.1 B.1	Housing Survey/Database/ Rehab/Demo		20,000	2,000	18,000	249 MOU	2,000	2,000	0	18,000	
3.2 A.1	Home Improvement Resources	Encourage neighborhood residents to repair and maintain their homes by increasing their awareness and access to home repair and maintenance information	2,500	2,500	0	10245	2,500	1,266.79	1,233.21	1,233.21	